Pamela Campos

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PROFESSIONAL EXPERIENCE

User Experience Research Lead | Games & Interactive Technology Lab at CGU   Mar 2023 - Present
- Conduct exploratory interviews with People Leaders to understand how remote teams leverage online multiplayer games for team-building and identify the specific features that curb challenges associated with lack of in-person interaction
- Synthesize interviews using Dovetail, transforming codes and themes into actionable recommendations based on study goals
- Design and distribute surveys via Qualtrics with validated scale items and open-ended questions to assess the prevalence of challenges faced by remote teams and identify solutions that remote teams are using for team-building
- Conduct competitive analysis to understand the online game landscape, focusing on value propositions, funding, cost and pricing, revenue, traffic, key features, and customer reviews, using the insights to inform survey questions and interview protocols
- Develop and maintain repository for research plans, materials, and reports in Confluence to ensure accessibility to other GIT Lab teams for future research, resulting in streamlined research process throughout the organization
- Define sprint goals, refine user stories, and prioritize research activities within the Agile framework using Jira, resulting in improved cross-functional collaboration, increased transparency, and accelerated project delivery
- Manage and mentor team of 4 UX Researchers, providing feedback, training on research methodologies, tools, and best practices

User Experience Research Consultant | The Product Consult   Oct 2022 - Dec 2022
- Planned, designed, and executed concept testing with target population for a new relationship management app, resulting in the launch of Clara for Daters on Apple's App Store
- Designed wireframes and developed a working prototype in Figma for usability testing on Clara for Daters' for 6 features, including profile creation and management, date logging, prospect logging and viewing, and Vibe Check
- Delivered report with actionable insights and recommendations to cross-functional product development team, resulting in the incorporation of user feedback before the initial release of Clara for Daters and improvement of 6 features
- Consulted with design and product leads to define and prioritize research needs in alignment with business requirements
- Deliver comprehensive research plans encompassing study goals and objectives, research questions, testable hypotheses, methodology, recruiting tactics, screener criteria, timeline, budget, and materials that became standard for future studies

Product Design Researcher (Intern)| Asurion   May 2022 - Aug 2022
- Planned, designed, and executed 2-week diary study via dscout, yielding 100+ qualitative data points to gain foundational understanding of photo storage app users' behavior in context for Asurion Photos, a day-one benefit for Asurion Home+
- Delivered report and presentations with data-driven approach to increase user adoption and decrease churn for Asurion Home+
- Led internal in-person app audit and usability lab with over 100 participants to identify points of confusion in UX/UI, design inconsistencies, and bugs for Asurion Photos, collaborating with designers and engineers to address these
- Facilitated Research Office Hours and workshops with 10 cross-functional product teams across the organization to identify research opportunities, deliver research plans, and provide training on best practices in research
- Interview stakeholders across 3 domains to uncover research goals, understand business needs, develop and determine approach

Researcher | Geena Davis Institute on Gender in Media   Feb 2020 - Present
- Collaborate with team to develop research plans and design studies informed by existing academic literature and industry trends
- Develop research materials, including codebook and coding frames for content analyses
- Maintain data integrity through rigorous inter-rater reliability testing
- Co-author executive reports with findings and recommendations for clients including Meta, Google, LEGO, Mars, and UNICEF

EDUCATION

M.A., Applied Cognitive Psychology: User Experience | Claremont Graduate University   May 2023
Relevant courses: Marketing Research, Statistics, UX Research Methods, Interaction Design & Usability Testing

B.A., Sociology | California State University, Los Angeles   Dec 2019
Relevant courses: Quantitative Research & Writing, Qualitative Research & Writing

SKILLS

Qualitative Methods, Quantitative Methods, Usability Testing, User Interviews, Survey Design, Concept Testing, Card Sorting, Competitive Analysis, Contextual Inquiry, Ethnography, Product Analytics, Heuristic Evaluation, Jobs to be Done, A/B Testing, Journey Mapping, Persona Development, Prototyping, Design Thinking, UX Design, Content Analysis, Workshop Facilitation, Cognitive Psychology, T-test, ANOVA, Multiple Regression

TOOLS

UserTesting.com, UserZoom, dscout, Qualtrics, Figma, Adobe Creative Cloud, Dovetail, R, SPSS, Jira, Confluence, Notion